



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

**PATENT APPLICATION**

219  
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**JUL 14 2000**

**GROUP 2700**

Applicants: **Rick W. LANDSMAN, Wei-Yeh LEE**

Case: **UCC-1/CIP**

Serial No.: **09/237,718**

Filed: **January 26, 1999**

Group Art Unit: **2765**

Examiner:

Title: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED  
USER-TRANSPARENT NETWORK-DISTRIBUTED INTERSTITIAL WEB  
ADVERTISING THROUGH USE OF AN ADVERTISING TAG  
EMBEDDED IN A REFERRING WEB PAGE (as amended)**

COMMISSIONER FOR PATENTS  
Washington, D. C. 20231

S I R:

**Information Disclosure Statement**

The Applicants respectfully request that the following additional references be considered in the examination of the above-identified application. A copy of each reference is enclosed.

**United States Patents**

<u>Patent Number</u>	<u>Inventor</u>	<u>Class</u>	<u>Date Issued</u>
AA. 6,014,698	Griffiths	709/224	Jan. 11, 2000
AB. 6,011,537	Slotznick	345/115	Jan. 4, 2000
AC. 6,009,410	LeMole et al	705/14	Dec. 28, 1999
AD. 5,999,912	Wodarz et al	705/14	Dec. 7, 1999
AE. 5,996,007	Klug et al	709/218	Nov. 30, 1999

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EG. 4,575,579	Simon et al	178/4	Mar. 11, 1986

#### **European Published Patent Applications**

<u>Publication No.</u>	<u>Date Published</u>
EH. EP 0 903 903 A2	March 24, 1999
EI. EP 0 822 535 A2	February 4, 1998

#### **Japanese Published Patent Applications**

<u>Publication No.</u>	<u>Date Published</u>
EJ. JP 11-154159	June 8, 1999
EK. JP 11-003072	January 6, 1999
EL. JP 10-312344	November 24, 1998
EM. JP 9-114781	May 2, 1997

#### **Korean Published Patent Application**

<u>Publication No.</u>	<u>Date Published</u>
EN. KR 97-78058	December 12, 1997

**International (PCT) Published Patent Applications**

<u>Publication No.</u>	<u>Date Published</u>
EO. WO 99/09486	February 25, 1999
EP. WO 98/25198	June 11, 1998
EQ. WO 96/30864	October 3, 1996

**Publications**

ER. C. Taylor, "Going Beyond the Banner", Adweek Marketing Week (now Brandweek), Interactive Quarterly Section, July 8, 1996, pages 22 et seq (downloaded as six pages, specifically pages 36-41).

ES. J. Hodges, "Marketers play web games as serious biz", Advertising Age, Interactive Media and Marketing section, March 14, 1996, one page.

**REMARKS**

Under rule 37 C.F.R. 1.98(a) (effective March 16, 1992), for those above-cited references that are in the English language, the Applicants submit that no specific comments are necessary for any of these.

The 11-154159 Japanese patent application (Reference EJ) describes an Internet-based advertisement system. Here, an advertisement, in the form of an image provided by an advertiser and stored on an advertisement server, is inserted, through use of an access managing program and during execution of an HTML document embodying a home page of an advertisement carrier, into that home web page for rendering to a user.

The 11-003072 Japanese patent application (Reference EK) describes an Internet-based advertising

system in which a mobile terminal is connected to the Internet through an Internet service provider. An information page sent to the terminal includes a tag indicating that advertising information is incorporated. When the terminal executes this page and particularly the tag, the terminal fetches the advertisement information from the server in background and stores it. The terminal later displays the advertisement information during waiting time.

The 10-312344 Japanese patent application (Reference EL) discloses a technique for efficiently displaying Internet-distributed advertisements. This technique utilizes a data communications controller and a time allotment controller; where the latter allocates time when a display file can be displayed at a remote, presumably client, computer in a predefined advertisement area on a display screen. This time is allocated among various advertisements based on, e.g., a desired user frequency, a desired time frequency and a desired geometry of each advertisement. Advertisements are delivered to the remote computer through the data communications controller.

The 9-114781 Japanese patent application (Reference EM) discloses equipment which, through a networked connection, provides information, which includes advertising data, from a server to a remote terminal. A monitoring unit monitors status of a transmission line over which the information is to be transferred and transfers information from the server to the terminal based on status of the line.

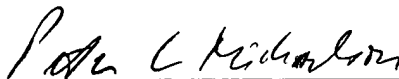
The 97-78058 Korean patent application (Reference EN) describes a network module that sends and receives advertisement data whenever it would otherwise be in an idle state, i.e. presumably when a bi-directional transmission link associated with that module and connecting a server with a remote computer is not otherwise busy.

For the Examiner's convenience, the Applicants have also enclosed English language abstracts for the four Japanese patent applications (References EJ-EM) and, for the Korean patent application (Reference EN) for which no English language abstract appears to be available, an English-language database record as provided by Derwent.

Lastly, also for the Examiner's convenience, the Applicants have also enclosed a completed modified PTO-1449 form hereto.

Respectfully submitted,

July 10, 2000



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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **July 10, 2000** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, Washington, D.C. 20231.

*Peter C. Kridel*

Signature

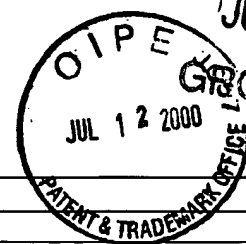
*30,090*

Reg. No.

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U.S. Department of Commerce  
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Complete if Known

LIST OF REFERENCES CITED BY  
APPLICANT  
(use as many sheets as necessary)Application Number: 09/237,718  
Filing Date: January 26, 1999  
First Named Inventor: Rick W. LANDSMAN  
Group Art Unit: 2765  
Examiner Name:

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JUL 14 2000

GROUP 2700

Sheet 1 of 4 Attorney Docket No.: UCC-1/CIP

## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Kind code <sup>2</sup>	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	US Class/ Sub Class	Pages, Columns, Lines where relevant Passages or Figures appear
	AA	6,014,698		Griffiths	01-11-2000	709/224	
	AB	6,011,537		Slotznick	01-04-2000	345/115	
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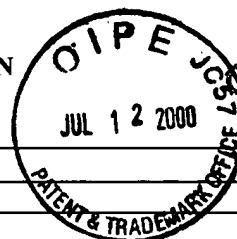
\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

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GROUP 2700

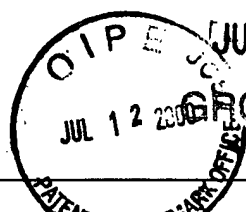
Sheet 2 of 4 Attorney Docket No.: UCC-1/CIP

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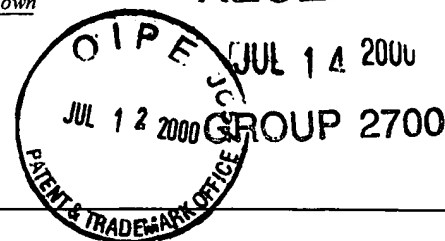
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First Named Inventor: Rick W. LANDSMAN  
Group Art Unit: 2765  
Examiner Name:

Sheet	4	of	4	Attorney Docket No.: UCC-1/CIP
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\* English language abstract enclosed.

\*\* English language database record (Derwent) enclosed.

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